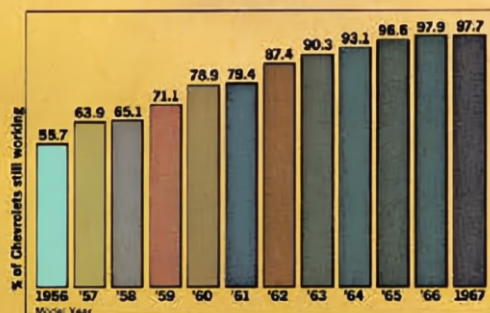


1972 CHEVROLET TRUCKS / El Camino



Proof Chevy trucks last longer. Over 55% of Chevrolet's 1956 model trucks are still in use. No other make has even half, based on latest R. L. Polk figures.



Totally tougher to last longer.

It's a pickup and a passenger car. It's El Camino.



Here's a tough pickup that turns into a luxurious passenger car the moment you turn your head. And in either department it's got a lot going for it. Fact is, El Camino outsells its nearest competitor by more than two to one.

The cargo box features Chevrolet's famous double-wall build and tailgate you can open with one hand. And up in front of it all there's the power to perform all of the hauling and towing chores that may come your way.

Speaking of up front, El Camino's good looks start with a new grille and continue right on back. High-intensity single-unit Power-Beam headlights for excellent lighting at night. And as far as parking, turn signal and side marker lamps are concerned, El Camino got it all together in a single good-looking light cluster.

Do you get the impression that El Camino styling is clean and functional? That's the impression everyone else gets too. The look is smooth and uncluttered, beautifully suited to both passenger car and pickup.

You can deck your El Camino out in any one of 15 Magic-Mirror colors (10 new for 1972) and then top it off by ordering a vinyl roof color, available in black or white with any body color, and in dark green, dark blue or dark brown with selected body colors.

Finally, El Camino was designed to have to work and play under all kinds of conditions. That's why you can tailor your performance to suit your requirements with 15 standard or available power teams.

El Camino SS

If you're looking for a tougher El Camino than usual, you're a tough man to satisfy. But it just so happens there's just what you're looking for—the El Camino SS.

Here's what El Camino SS adds up to. Available engines up to a 454 V8 (350 and 400 V8's are also available on order). Special exterior and interior identification. 15" x 7" sport wheels and white lettered bias belted ply F60 x 15 tires.

Other good things include a L.H. remote control outside rearview mirror. Power front disc/rear drum brakes. Black painted grille. And a special domed hood with locking pins.

Order the 454 V8 with 4-speed manual or smoother Turbo Hydra-matic transmission.

It's possible to make the El Camino SS still sportier by doing a little specifying. You can order such things as Cowl Induction hood with hood pins, center console, Strato-bucket seats, tachometer and other special instrumentation.

When you get all through you'll have the greatest performing pickup in the business.

Handy, Concealed Storage Compartment

Just behind the driver's seat there's a three-cubic-foot storage compartment that's ideal for stowing tools or small articles you wish to keep out of view. Access is easy. Just move driver's seat forward, and there it is. Standard on all El Caminos.



Shown left, Custom El Camino and El Camino

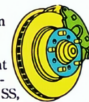
Power Front Disc Brakes

Along with a lot of extra go, we build in fade-resistant front disc brakes in El Camino. Power front disc brakes are standard on El Camino SS, available on other models.

These husky disc brakes are the single-piston floating caliper type, backed up by finned rear drum brakes.

Disc brakes are particularly effective in mountainous country. They can take repeated stops with markedly reduced fading.

What's more these disc brakes can take a ducking without calling it quits. Because of the special design of disc brakes, the recovery from water immersion is rapid.



Air Booster Rear Shock Absorbers

Loads vary, but the smooth level ride of your El Camino need not. When you load your El Camino and the rear end settles a bit, all you need do to restore an even keel is stop at the nearest gas station and pump more air into the rear shock absorbers through the special valve mounted on the rear bumper. The shocks have up to 500 pounds additional capacity.

These Air Booster shocks, standard equipment on every El Camino, not only make for improved looks and improved ride but reduce the possibility of annoying "bottoming out."



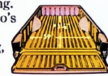
Double-Wall Build

El Camino is beautiful from the outside, and we mean to keep it that way.

That's why the cargo box construction, like Fleetside pickups, features the famous double-wall build . . . double walls of steel, so the inside can take a few dents and nicks without the outside world ever knowing.

El Camino's tailgate is extra strong, too, with double-wall construction, but nicely balanced for one-hand operation.

And every fender gets an extra inner fender to help protect the body against the effects of water, salt and road dirt.



Finally, all exposed body parts are immersed in zinc chromate to give them a corrosion-resistant coating.

El Camino, the kind of pickup that keeps its looks long after it ceases to be young.

Chassis and Suspension

Not many pickups get the satiny ride of Full Coil suspension. El Camino's front springs have a rating of 950 pounds each while the rear springs have a rating of 1100 pounds each.

And each spring is computer selected to the weight of vehicle and available equipment of each El Camino.

Another important contributor to El Camino's superb roadability is an exceptionally wide stance with a tread of nearly five feet.

Underneath it all there's a solid perimeter-type frame. It forms the foundation for El Camino's Body by Fisher with a system of cushioned body mounts.

It's a load of interior luxury.

The inside of an El Camino is pure elegance. There's enough style, comfort and quality to make it look like an expensive custom job.

Seats and door trim are upholstered in soft, leather-grained vinyls. And there's an instrument panel that's as handsome as it is functional. Seats offer extra foam padding for extra comfort.

And luxury isn't the only thing you'll find in the El Camino interior package. You get a long list of GM security features. To name a few: forward-mounted door lock buttons, two front seat head restraints, padded instrument panel and sun visors, thick foam-cushioned bench seat, seat belts with pushbutton buckles for all passenger positions, shoulder belts for driver and right front seat passenger, outer seat belt retractors, safety armrests, wide-view day-night inside rearview mirror with shatter-resistant vinyl-edge glass, foot-operated parking brake, automatic ignition key alarm, suspended accelerator pedal.

SS Interior

You get the sports car look and feel in the available SS version. All-vinyl bench seats in your choice of black, dark saddle or sandalwood. Also available: Strato-bucket seats in the same color choices and center control console. Door and side panel trim is matched to seats. Full deep-twist color-keyed carpeting. The simulated wood-grained instrument panel features special distinctive SS identification.

Custom Interior

If you can't tell it from an expensive car, it's because that's the way it was planned. You get all kinds of luxury in all kinds of colors. The textured all-vinyl bench seat comes in black, tan or covert. Doors and sidewall panels are upholstered to match, while the twist carpeting is color-keyed to the upholstery color. The instrument panel is finished in simulated wood grain.



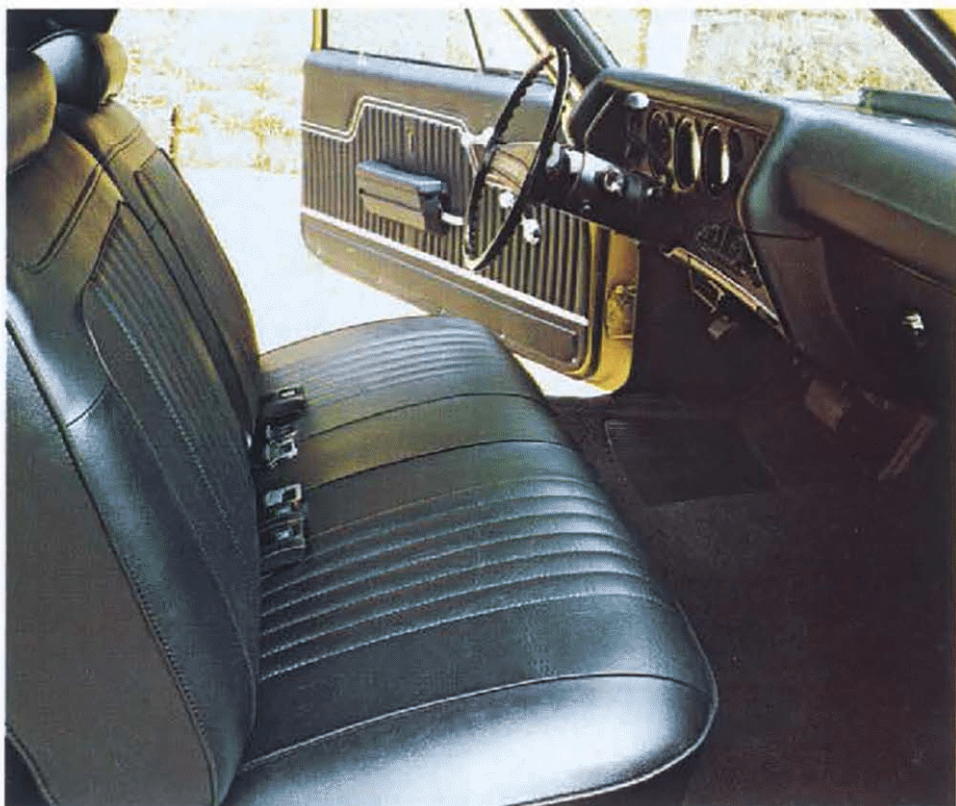
Custom Interior

Standard Interior

You get a foam-cushioned seat, upholstered in all-vinyl and three colors to choose from: medium saddle, sandalwood and black. Matching door and sidewall vinyl panels. Vinyl-coated rubber floor covering is color-keyed. Standard interior includes all GM security features. Instrument panel is handsomely styled for passenger car elegance.



Standard Interior



SS Interior

Engines

You can power your El Camino from a wide choice of standard and available engines, all with efficient valve-in-head design and quiet hydraulic valve lifters. All engines deliver excellent performance on regular and new no-lead or low-lead fuels.

Standard 250 six. Standard 307 V8.

Transmissions

So that you have a power team in your El Camino that meets just about any set of requirements, you can specify from among four available transmissions (depending upon engine choice).

Standard with standard engines is the 3-speed fully synchronized transmission. Four-speed is available with SS engines. And if you like automatic shifting, two smooth ones are available, Powerglide and 3-speed Turbo Hydra-matic.

Standard Equipment

Independent front suspension with coil springs; capacity 1900 lbs. Springs: capacity 950 lbs. each. Shock absorbers: 1" diameter. Rear suspension: rear axle capacity 2700 lbs. Springs: coil; capacity 1100 lbs. each. Shock absorbers: air booster type, may be adjusted by varying air pressure to meet load requirements. (Up to 500 lbs. additional capacity.) Engines: 250 Six standard on six-cylinder models; 307 V8 standard on V8 models. Clutch: 9 $\frac{1}{8}$ " diameter (6-cylinder engine); 10 $\frac{3}{8}$ " diameter (307 and 350 V8's); 11" diameter (400 and 454 V8's).

Electrical: 45-amp.-hr. battery. Integral parking, directional signal and side marker lights, front and rear. Generator:



El Camino SS

El Camino Power Teams

	3-Speed	4-Speed	Powerglide	Turbo Hydra-matic
Standard Engines				
Turbo-Thrift 250 Six	*		•	
Turbo-Fire 307 V8	*		•	•
Available Engines				
Turbo-Fire 350 V8† (2 bbl.)	•	•		•
Turbo-Fire 350 V8† (4 bbl.)		•		•
Turbo-Jet 400 V8†	**	•		•
Turbo-Jet 454 V8†		**		•

*Standard †Available with SS equipment **Heavy-duty

All gasoline engines are modified to operate efficiently, and with lower exhaust pollutants, on the new no-lead, or low-lead, or regular fuels.

37-amp. Delcotron. Windshield wipers: dual electric with washers. Head restraints: driver and passenger. Tires: bias belted ply E78-14 or F78-14 (as required by weight). F60 x 15 white lettered (with SS). Brakes: dual master cylinder. Transmission: 3-speed manual.

Available Equipment

Four-Season air conditioning (V8's only) • power assist with drum brakes • HD battery • Custom Deluxe seat and shoulder belts • Positraction rear axle • Appearance Guard Group • power disc brakes • HD clutch • console • power

door locks • Operating Convenience Group • Cowl Induction hood (SS) • 63-amp. Delcotron generators • tinted glass • special instrumentation • auxiliary lighting • HD radiator • AM pushbutton radio • AM/FM pushbutton radio • vinyl roof cover • Cruise-Master speed control • Strato-bucket seats • sport steering wheel • custom steering wheel • Comfortilt steering wheel • variable-ratio power steering • special front and rear suspension • wheel covers • rally wheels • Powerglide • Turbo Hydra-matic • 4-speed • 4-speed close-ratio.

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication. The right is reserved to make changes at any time in prices, colors, materials, equipment, specifications and models, and also to discontinue models. CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT, MICHIGAN 48202. LITHO IN U.S.A.